Rep Order#
 6854994
 Ver#
 11
 Mod#
 4
 Status
 Confirmed
 Traffic Order# 207764
 Printed:
 10/05/2012 3:15 PM
 1 of
 7

 EC'd
 Yes
 Last Received:
 10/05/2012 2:11 PM

Last Received: 10/ Showing Buylines: All Lines

Agency( ) SMART MEDIA GROUPRep Firm814 KING STREET - SUITE 200Sales Office (

814 KING STREET - SUITE 200 ALEXANDRIA, VA 22314

**Agency C/P1/P2/E** DIBC/ORDR/924930 **Flight Dates** 09/24/2012 - 09/30/2012

**Hiatus Weeks** 

012 - 09/30/2012 Salespers

**Salesperson Phone**# 215-567-6005 **Salesperson FAX**# 215-525-9757

Salesperson (

) PHILADELPHIA

) IAN AMBRON

## --- CONTRACT COMMENT ---

order

924930

Julie Keane

Station WOOD-TV GRAND RAPIDS, MI.

) DETROIT INTL BRIDGE

$\neg$	_	*	
_	_		

Advertiser (

**Product** 

Buyer

Phone#

Fax#

Estimate#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
 Rating	1 : 0.7	 M	11A-12P	EIGHT WEST	:30	\$100.00	09/24-09/24	1	1	1	\$100.00	
		Buyli	ne Comment	: LENGTH CORRECTED								
Rating	2	TU	11A-12P	EIGHT WEST	:30	\$100.00	09/25-09/25	1	1	1	\$100.00	
		Buyli	ne Comment	: LENGTH CORRECTED								
Rating	3 : 0.7	W	11A-12P	EIGHT WEST	:30	\$100.00	09/26-09/26	1	1	1	\$100.00	
3		Buyli	ne Comment	: LENGTH CORRECTED								
Rating	4 : 0.7	TH	11A-12P	EIGHT WEST	:30	\$100.00	09/27-09/27	1	1	1	\$100.00	
3		Buyli	ne Comment	: LENGTH CORRECTED								
Rating	5 : 0.7	F	11A-12P	EIGHT WEST	:30	\$100.00	09/28-09/28	1	1	1	\$100.00	
		Buyli	ne Comment	: LENGTH CORRECTED								
Rating	6 : 4.5	М	12P-1P	NEWS	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
110021119	1.3	Buyli	ne Comment	: LENGTH CORRECTED								
Rating	7 : 4.5	TU	12P-1P	NEWS	:30	\$450.00	09/25-09/25	1	1	1	\$450.00	
		Buyli	ne Comment	: LENGTH CHANGED								

 Rep Order#
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 2 of
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 Yes
 Yes
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 10/05/2012 2:11 PM

Showing Buylines: All Lines

Station WOOD-TV GRAND RAPIDS, MI.  Advertiser ( ) DETROIT INTL BRIDGE  Product order  Estimate# 924930				Agency ( ) 814 KIN ALEXA Agency C/P1/P2/E	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) IAN AMBRON								
Buyer Phone# Fax#		Julie Keane			Agency C/P1/P2/E DIBC/ORDR/924930 Flight Dates 09/24/2012 - 09/30/2012 Hiatus Weeks				Salesperson Phone# Salesperson FAX#			005 757	
LT Ln		ay	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
8 Rating: 4	V	1	12P-1P	NEWS		:30	\$450.00	09/26-09/26	1	1	1	\$450.00	
		Buylin	e Comment:	LENGTH CHANGED									
9 Rating: 4		TH.	12P-1P	NEWS		:30	\$450.00	09/27-09/27	1	1	1	\$450.00	
		Buylin	e Comment:	LENGTH CHANGED									
10 Rating: 4		,	12P-1P	NEWS		:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
		Buylin	e Comment:	LENGTH CHANGED									
11 Rating: 1		ī	2P-3P	RACHEL RAY		:15	\$100.00	09/26-09/26	0	0	0	\$0.00	
		Buylin	e Comment:	1X N/A, MGKD ON LNS	48-49								
12 Rating: 1		1	3P-4P	DOCTORS		:15	\$100.00	09/24-09/24	0	0	0	\$0.00	
		Buylin	e Comment:	1X N/A, MGKD ON LNS	48-49								
13 Rating: 1		טי	3P-4P	DOCTORS		:15	\$100.00	09/25-09/25	0	0	0	\$0.00	
		Buylin	e Comment:	1X CXL'D									
14 Rating: 1		I	3P-4P	DOCTORS		:15	\$100.00	09/26-09/26	0	0	0	\$0.00	
		Buylin	e Comment:	1X N/A, MGKD ON LNS	48-49								
15 Rating: 1		'H	3P-4P	DOCTORS		:15	\$100.00	09/27-09/27	0	0	0	\$0.00	
		Buylin	e Comment:	1X N/A, MGKD ON LNS	48-49								
16 Rating: 1		,	3P-4P	DOCTORS		:15	\$100.00	09/28-09/28	0	0	0	\$0.00	
		Buylin	e Comment:	1X CXL'D									

Traffic Order# 207764

**Printed:** 10/05/2012 3:15 PM

10/05/2012 2:11 PM

3 of 7

Last Received: 10/6 Showing Buylines: All Lines

Station Advert Produc Estima Buyer	iser ( et c te# 9	order 92493	IV GRAND R. ) DETROIT IN  0  Keane		3	Agency ( ) SMART MEDIA GROUP 814 KING STREET - SUITE 200 ALEXANDRIA, VA 22314 Agency C/P1/P2/E DIBC/ORDR/924930 Flight Dates 09/24/2012 - 09/30/2012					Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) IAN AMBRON  Salesperson Phone# 215-567-6005				
Phone#						Hiatus W						Weeks Spots			
Fax#	Ln	Day		Prog	ram			Len	Rate	Dates		Weeks	Spots		Daypart 
Rating	17	М	5A-6 <i>I</i>					:30	\$225.00	09/24-09/24	1				
Racing	. 2.0		Buyline Com	nent: LENG	TH CHANGED										
18 Rating: 2.0		TU	5A-6 <i>I</i>	NEWS				:30	\$225.00	09/25-09/25	1	1	1	\$225.00	
	. 2.0		Buyline Com	nent: LENG	TH CHANGED										
Rating	19 : 2.0	W	5A-6 <i>I</i>	NEWS				:30	\$225.00	09/26-09/26	1	1	1	\$225.00	
Racing. 2.			Buyline Com	nent: LENG	TH CHANGED										
Rating	20	TH	5A-6 <i>I</i>	NEWS				:30	\$225.00	09/27-09/27	1	1	1	\$225.00	
			Buyline Com	nent: LENG	TH CHANGED										
Rating	21 : 2.0	F	5A-6 <i>1</i>	NEWS				:30	\$225.00	09/28-09/28	1	1	1	\$225.00	
			Buyline Com	nent: LENG	TH CHANGED										
Rating	22 : 3.5	М	9A-10	A TODA	Y SHOW II			:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
			Buyline Com	nent: LENG	TH CHANGED										
Rating	23 : 3.5	TU	9A-10	A TODA	Y SHOW II			:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
			Buyline Com	nent: LENG	TH CHANGED										
Rating	24 : 3.5	W	9A-1(	A TODA	Y SHOW II			:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
			Buyline Com	nent: LENG	TH CHANGED										

Traffic Order# 207764 Printed:

: 10/05/2012 2:11 PM

10/05/2012 3:15 PM

4 of 7

Last Received: 10/0 Showing Buylines: All Lines

Statio Adver Produ Estim	rtiser (		TV GRAND RAPID: ) DETROIT INTL B		Agency ( 814 ALI Agency C/P1/		Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) IAN AMBRON						
Buyer Phone Fax#	• ј	ulie K		Flight Dates Hiatus Weeks	09/24	BC/ORDR/92493 /2012 - 09/30/201		Salesperson Salesperson		215-567-6 215-525-9			
LT	Ln	Day		Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
 Ratin	25 g: 3.5	TH	9A-10A	TODAY SHOW II		:30	\$500.00	09/27-09/27	1	1	1	\$500.00	
			Buyline Comment:	: LENGTH CHANGED									
Ratin	26 g: 3.5	F	9A-10A	TODAY SHOW II		:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	J		Buyline Comment:	: LENGTH CHANGED									
Pating:	27 g: 2.6	SA	6A-7A	NEWS		:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
	J		Buyline Comment:	: LENGTH CHANGED									
Rating	28 g: 6.8	M	5P-530P	NEWS 8 AT 5PM		:30	\$1,100.00	09/24-09/24	1	1	1	\$1,100.00	
			Buyline Comment:	LENGTH CHANGED									
Rating	29 g: 6.8	TU	5P-530P	NEWS 8 AT 5PM		:30	\$1,100.00	09/25-09/25	1	1	1	\$1,100.00	
			Buyline Comment:	: LENGTH CHANGED									
	30	W	5P-530P Buyline Comment:	NEWS 8 AT 5PM		:30	\$1,100.00	09/26-09/26	1	1	1	\$1,100.00	
	31	TH	5P-530P	NEWS 8 AT 5PM		:30	\$1,100.00	09/27-09/27	1	1	1	\$1,100.00	
Rating	g: 6.8		Buyline Comment:	: LENGTH CHANGED									
	32	F	5P-530P	NEWS 8 AT 5PM		:30	\$1,100.00	09/28-09/28	1	1	1	\$1,100.00	
Rating	g: 6.8		Buyline Comment:	LENGTH CHANGED									
	33	TU	530P-6P	NEWS 8 AT /NEWS8 AT		:30	\$1,200.00	09/25-09/25	1	1	1	\$1,200.00	
Rating	g: 7.5		Buyline Comment:	LENGTH CHANGED									

Rep Order# 6854994 Status Confirmed Traffic Order# 207764 Ver# 11 **Mod**# 4 EC'd Yes

**Last Received:** 

**Printed:** 10/05/2012 3:15 PM 10/05/2012 2:11 PM

5 of 7

**Showing Buylines:** All Lines

WOOD-TV GRAND RAPIDS, MI. Rep Firm Station Agency ) SMART MEDIA GROUP Advertiser ( ) DETROIT INTL BRIDGE 814 KING STREET - SUITE 200 Sales Office ( ) PHILADELPHIA ALEXANDRIA, VA 22314 **Product** order Salesperson ( ) IAN AMBRON 924930 Agency C/P1/P2/E Estimate# DIBC/ORDR/924930 Julie Keane Flight Dates 09/24/2012 - 09/30/2012 **Buver** Salesperson Phone# 215-567-6005 **Hiatus Weeks** Salesperson FAX# Phone# 215-525-9757 Fax# Spots/Week # of LTProgram Len Rate Dates Total Total Cost Ln Day Time Daypart Weeks Spots \_\_\_\_ ----\_\_\_\_\_ 34 TH 530P-6P NEWS 8 AT /NEWS8 AT :30 \$1,200.00 09/27-09/27 1 1 1 \$1,200.00 Rating: 7.5 Buyline Comment: LENGTH CHANGED 35 6P-630P NEWS 8 AT 6PM :30 \$1,500.00 09/24-09/24 1 1 1 \$1,500.00 Rating: 10.0 Buyline Comment: LENGTH CHANGED 36 TU 6P-630P NEWS 8 AT 6PM :30 \$1,500.00 09/25-09/25 1 1 \$1,500.00 Rating: 10.0 Buyline Comment: LENGTH CHANGED 37 6P-630P NEWS 8 AT 6PM :30 \$1,500.00 09/26-09/26 1 \$1,500.00 Rating: 10.0 Buyline Comment: LENGTH CHANGED 38 TH 6P-630P NEWS 8 AT 6PM :30 \$1,500.00 09/27-09/27 1 1 1 \$1,500.00 Rating: 10.0 Buyline Comment: LENGTH CHANGED 39 F 6P-630P NEWS 8 AT 6PM :30 \$1,500.00 09/28-09/28 1 1 1 \$1,500.00 Rating: 10.0 Buyline Comment: LENGTH CHANGED 40 SU 6P-7P NEWS :30 \$1,000.00 09/30-09/30 0 0 \$0.00 Rating: 8.5 Buyline Comment: LENGTH CHANGED 41 11P-1135P NEWS 8 AT 11PM :30 \$1,000.00 09/24-09/24 1 1 \$1,000.00 Rating: 5.9 Buyline Comment: LENGTH CHANGED 42 TU 11P-1135P NEWS 8 AT 11PM :30 \$1,000.00 09/25-09/25 1 1 1 \$1,000.00 Rating: 5.9 Buyline Comment: LENGTH CHANGED

EC u	1 68				Showing Buylines: All Lines								
Station WOOD-TV GRAND RAPIDS, MI.  Advertiser ( ) DETROIT INTL BRIDGE  Product order  Estimate# 924930					Agency ( 814 KI ALEX. Agency C/P1/P2/	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) IAN AMBRON							
Buyer Phone# Fax#	Jul	lie Keane			Flight Dates Hiatus Weeks	2	Salesperson Salesperson		215-567-6005 215-525-9757				
	in	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
4 Rating:		W Buyli:		NEWS 8 AT 11PM		:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
4	14	TH Buyli:		NEWS 8 AT 11PM		:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	
4 Rating:		F	11P-1135P	NEWS 8 AT 11PM		:30	\$1,000.00	09/28-09/28	1	1	1	\$1,000.00	
11401115	3.5	Buyli	ne Comment:	LENGTH CHANGED									
4 Rating:		SA	11P-1130P	NEWS		:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	
		Buyli	ne Comment:	LENGTH CHANGED									
4	17	SA	8P-11P	PRIME ENCORES		:30	\$500.00	09/29-09/29	1	1	1	\$500.00	

:30

:30

\$200.00

\$200.00

09/24-09/28

09/24-09/28

1

Traffic Order# 207764

**Printed:** 

10/05/2012 2:11 PM

Last Received:

10/05/2012 3:15 PM

1

1

2

1

\$400.00

\$200.00

6 of 7

---REPORT TOTALS---

Rating: 2.9

48

49

Rep Order#

EC'd Yes

6854994

Ver# 11 Mod# 4 Status Confirmed

Report Totals: 43 / \$29,175.00

M-F

M-F

Buyline Comment: LENGTH CHANGED

DR OZ Buyline Comment: MKGD FOR LNS 11-15

Buyline Comment: MKGD FOR LNS 11-15

RACHAEL RAY

3P-4P

TP CHNG, 1X ADDED

2P-3P

7 of 7 Rep Order# 6854994 Ver# 11 Mod# 4 Status Confirmed Traffic Order# 207764 **Printed:** 10/05/2012 3:15 PM EC'd Yes 10/05/2012 2:11 PM Last Received:

**Showing Buylines:** All Lines

WOOD-TV GRAND RAPIDS, MI. ) SMART MEDIA GROUP Station Agency Advertiser ( ) DETROIT INTL BRIDGE 814 KING STREET - SUITE 200 ALEXANDRIA, VA 22314 **Product** order Estimate# 924930 Agency C/P1/P2/E **Buyer** Julie Keane

DIBC/ORDR/924930 Flight Dates 09/24/2012 - 09/30/2012 **Hiatus Weeks** 

Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-525-9757

Sales Totals: 43 / \$29,175.00 Station Totals: 43 / \$29,175.00 Lines not sent/rcld/rtrn: 0 / \$0.00

43 / \$29,175.00

---COMPETITIVE---

Phone#

Fax# Sep 12:

> Market Totals 0 % \$70,744 CATV 0 % WOOD 41% WOTV WWMT 36% IMXW 6% WXSP 0 % WZPX 0% WZZM 15%

null Books RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE